

HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE
CITY OF HUDSON, WISCONSIN

Monday, September 23, 2019 1:00 p.m.
City Hall Council Chambers, 505 Third Street

AGENDA

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. New Business
 - A. Discussion and possible action on the election of a Steering Committee Chairperson.
 - B. Discussion on the comprehensive plan project timeline.
 - C. Discussion and possible action on the public participation plan and outreach strategies.
 - D. Discussion and possible action on the community survey and/or POLCO engagement strategy.
3. Communications and Items for Future Agendas
 - A. Establish a meeting schedule for the Comprehensive Plan Steering Committee
4. Adjournment

Posted in City Hall lobbies and emailed to *Hudson Star Observer* on 9/20/2019

Notice is hereby given that a majority of the City Council may be present at the aforementioned meeting of the Plan Commission to gather information about a subject over which they have decision making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N. W. 2d 408 (1993), and must be noticed as such, although the Council will not take any formal action at this meeting.



505 Third Street
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www.ci.hudson.wi.us

TO: Hudson Comprehensive Plan Steering Committee

FROM: Community Development

DATE: September 23, 2019

SUBJECT: Discussion and possible action on the election of a Steering Committee Chairperson

BACKGROUND:

It was identified that a Steering Committee Chairperson will be needed as the Steering Committee progresses forward into the Comprehensive Plan Updates. The role of the Steering Committee's Chairperson will be that of a leader, ensuring that each meeting is planned effectively, conducted accordingly, and that matters are dealt with in an orderly, efficient manner. The Chairperson will ultimately represent the Comprehensive Plan Steering Committee.

STAFF RECOMMENDATION:

Recommend electing a Comprehensive Plan Steering Committee Chairperson.

ACTION REQUESTED:

Elect a Comprehensive Plan Steering Committee Chairperson.

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director



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TO: Hudson Comprehensive Plan Steering Committee

FROM: Community Development

DATE: September 23, 2019

SUBJECT: Discussion on the comprehensive plan project timeline.

BACKGROUND:

Project Manager, Brea Grace, has developed a project schedule for the City of Hudson's Comprehensive Plan Update. The Green points on the left of the timeline express specific events and committee meetings that will take place. The Orange points on the right of the timeline show the project milestones and deliverables that will be complete at the noted times.

ATTACHED:

Comprehensive Plan Project Timeline

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

CITY OF HUDSON

2019-2029 COMPREHENSIVE PLAN UPDATE

07.30.2019
PROJECT
SCHEDULE

PUBLIC PARTICIPATION EVENTS AND COMMITTEE MEETINGS

2019

Council Selection of Consultant
Team to Perform Work

Project Kick-Off Meeting w/
CPSC Meeting #1

PI Workshop #1
Community Survey

CPSC Meeting #2

CPSC Meeting #3

Stakeholder Meetings (i.e.
Downtown Business Engagement)
CPSC Meeting #4

CPSC Meeting #5

CPSC Meeting #6

CPSC Meeting #7

CPSC Meeting #8
PI Workshop #2

CPSC Meeting #9

CPSC Meeting #10

CPSC Meeting #11

PI Open House #3

CPSC Meeting #12

Plan Commission Meeting
and Public Hearing

City Council Consideration of Adoption

PROJECT MILESTONES AND DELIVERABLES

AUG

SEP

Develop Public Participation Plan

Set Up Project Website

OCT

NOV

Public Involvement #1 Report
and Community Survey Report

DEC

Draft Vision, Goals, Objectives

JAN

Draft Housing Element

FEB

Draft Transportation Element;
Stakeholder Meetings Report

MAR

Draft Utilities & Community
Facilities Element

APR

Draft Agricultural, Natural &
Cultural Resources Element

MAY

Draft Economic Development Element

JUN

Public Involvement Report #2;

JUL

Draft Land Use Element

AUG

SEP

Public Involvement Report #3;
Draft Implementation Element

OCT

Prepare Draft Comprehensive
Plan for Public Hearing;
Prepare Adoption Ordinance

NOV

Prepare Final
Comprehensive Plan



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TO: Hudson Comprehensive Plan Steering Committee

FROM: Community Development

DATE: September 23, 2019

SUBJECT: Discussion and possible action on the public participation plan and outreach strategies.

BACKGROUND:

Project Manager, Brea Grace, has drafted a public participation plan for the committee's review and approval. Noted in the plan are the following opportunities:

- Community surveys
- Public involvement meetings (3 scheduled)
- Stakeholder meetings
- Project website
- Social media outreach
- Press releases
- Meeting notices
- Comprehensive Plan Steering Committee and Plan Commission Meetings
- Plan Review, Public Hearing and Adoption Process

The goals of this plan are to ensure all planning decisions are kept open to the public for comments, produce better planning decisions, support and add credibility to all City decision-making processes, provide opportunities to disseminate information about the Plan and process to all segments of the City, strengthen relationships between decision-makers and citizens, and to develop a shared vision for the future of Hudson.

STAFF RECOMMENDATION:

Recommends sending a recommendation of approval to the Plan Commission and Council for review and final approvals.

ACTION REQUESTED:

Send recommendation of approval to the Plan Commission and Council for review and final approvals.

ATTACHED:

Draft Public Participation Plan

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

CITY OF HUDSON – COMPREHENSIVE PLAN UPDATE

PUBLIC PARTICIPATION PLAN

September 2019 **PRELIMINARY DRAFT 9.6.19**

The City of Hudson has begun the process of updating its current Comprehensive Plan and creating a community vision for 2040 with actionable steps to implement that vision. Input gathered from the community will guide the development of this Plan.

The Comprehensive Plan will be updated to comply with Wisconsin Statutes 66.1001 for Comprehensive Plans. This will include the requirement that the governing body of the local governmental unit adopt written procedures designed to foster public participation including open discussion, communication programs, information services and public meetings for which advance notice has been provided, in every stage in the preparation of the Comprehensive Plan. The written procedures contained within this Public Participation Plan satisfy these requirements. This Public Participation Plan will guide public engagement throughout the City of Hudson's comprehensive planning process.

This Public Participation Plan offers all citizen, businesses, interest groups and other participants a range of opportunities to participate throughout the planning process in a meaningful way to shape the future of the City. Effective public input is critical for the success of this planning process because it is Hudson's citizens, businesses and community organizations that will experience the Plan's costs and benefits on a daily basis for years to come. This Plan will, in part, determine where and how Hudson's residents live, work and recreate, and how they travel from one place to another. They will also be the main implementers and enforcers of the Plan.

This Public Participation Plan is creative, inclusive and persistent. It employs the use of innovative, unique and thoughtful ways to encourage people to participate in the process and maximize the effectiveness of their contributions. The opportunities are open to everyone with a stake in the outcome of the Comprehensive Plan. And, several participation opportunities are available to a wide range of citizens – people with different incomes, races, ages, and occupations – in all stages of the planning process.

This public participation process will:

- Ensure all planning decisions are open to public comment;
- Produce better planning decisions;
- Support and add credibility to all City decision-making processes;
- Provide opportunities to disseminate information about the Plan and process to all segments of the City;
- Strengthen the relationships between the City of Hudson's decision-makers and citizens; and
- Develop a shared vision for the future of Hudson.

Public Participation Opportunities

The City of Hudson establishes the following list of public participation activities. These techniques are designed to maximize public participation throughout the planning process that will satisfy Wisconsin's Comprehensive Planning Legislation.

1. Community Survey

An online survey will be utilized to measure public sentiment about various aspects of life in Hudson. The City will issue a press release to inform the public and the media about the survey and to start to engage community members. A link to the online survey will be made available on the City's webpage and on the project website. Paper copies of the survey will be available at City Hall, the Hudson Public Library, and other key locations around the City.

** broadcast as much as possible*

** have questions be answered over a 2 month(+) period of time*

** water bills and schools (elementary) can target city residents*

3 meetings

2. Public Involvement Meetings

These meetings will serve a dual purpose of creating public awareness and educating about the planning process, answering questions from the community, and facilitating public participation exercises. Consultants will lead exercises to engage community participants in discussions about issues and opportunities that should be addressed during the planning process. City committee members, Plan Commission members and Steering Committee (CPSC) members are encouraged to participate and to invite neighbors, friends and community members to engage in this process.

3. Stakeholder Meetings

The City and Consultant will host several stakeholder meetings as the 2040 Comprehensive Plan is being developed. Information at these meetings will be gathered to identify and refine challenges, needs and opportunities that will inform the planning process.

4. Website

A project website will be set-up as the main source of information about this planning process. This site will help keep community members and interested persons informed on the Plan's development. This information will include public engagement methods, meeting dates, draft Plan elements, reports, and maps.

5. Social Media

Information about the planning process, public involvement meetings and workshops will be shared by the City on their social media accounts as a means of informing a wider audience.

6. Press Releases

The City and Consultant will work together to produce press releases and other public information pieces at key points to facilitate widespread awareness about events and overall progress on the Plan development.

7. Meeting Notices

The City will post meeting notices for each meeting and event at accessible locations.

8. Comprehensive Plan Steering Committee (CPSC) and Plan Commission Meetings

The components of the 2040 Comprehensive Plan will be reviewed and refined at a series of Comprehensive Plan Steering Committee and Plan Commission meetings. The meetings will focus on the development of plans, policies, and programs to implement the community's vision. The meetings will be open to the public and the public will generally be given an opportunity to comment at these meetings.

9. Plan Review, Public Hearing and Adoption Process

Following the completion of a draft of the 2040 Comprehensive Plan, the CPSC will review and consider approval of the planning document. With CPSC approval, the planning documents will be forwarded to the City Plan Commission with a recommendation for approval.

The Plan Commission will review the Plan and schedule a formal Public Hearing. Wisconsin Comprehensive Planning Legislation requires municipalities to hold at least one formal public hearing with a Class 1 public notice prior to adoption of the Final Comprehensive Plan. The Plan Commission will hold a Public Hearing on the recommended Plan to solicit any additional community input. Following the Public Hearing, the Plan Commission will consider approval of the Plan. The Plan Commission's approval will occur by Resolution and a recommendation will be made to the City Council for adoption of the Plan.

The Comprehensive Plan will be forwarded to the City Council for final consideration. The City Council will consider any comments received on the Plan prior to adopting the document. The final Plan will be approved by adoption of a City ordinance, in compliance with Wisconsin Statutes. After adoption of the Comprehensive Plan, the final document will be distributed by the City to the recipients listed in Section 66.1001(4)(b) of Wisconsin Statutes.



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TO: Hudson Comprehensive Plan Steering Committee

FROM: Community Development

DATE: September 23, 2019

SUBJECT: Discussion and possible action on the community survey and/or POLCO engagement strategy.

BACKGROUND:

At a previous meeting between city staff and SEH project managers, POLCO and classic community surveying were both public engagement strategies that were discussed, however both involve collecting public input through a series of questions.

What is POLCO? A third-party application that allows cities to send out survey questions in small batches of 3-6 questions, relevant to what topic of the comprehensive plan is being drafted at the time. POLCO allows residents to focus on one planning topic at a time (e.g. transportation, environment, housing, etc).

Community Surveying is a standard community outreach option that, rather than requiring individuals to sign up for an email list-serv to send them questions, sends the survey out to residents in a variety of formats and from various resources (newspaper, utility bills, etc). In the staff meeting, it was discussed that community surveying in Hudson would be more effective if it were sent out to city residents via their water bills and through schools (children take home surveys to their parents to fill out), thereby specifically targeting city residents without the possibility of garnering input from individuals that live outside of the City of Hudson.

STAFF RECOMMENDATION:

Recommends approval of the community survey and/or POLCO public engagement strategy.

ACTION REQUESTED:

Approve the community survey and/or POLCO public engagement strategy.

ATTACHED:

POLCO Example Questions
Community Survey Example Questions

Prepared by: Tiffany Weiss, Associate City Planner
Through: Mike Johnson, AICP, Community Development Director

CITY OF HUDSON – COMPREHENSIVE PLAN UPDATE

STAFF KICK OFF MEETING

9.6.2019

POLCO



It is recommended that communities post questions on Polco in groups of 3-6 questions, or batches. You may want to ask at least one question about decisions being debated in your community - a hot topic question - in your first few batches to more quickly grow your respondent base. The questions in batches should be topically related. We have grouped the questions into batches below by themes.

Draft questions for the first few batches follow for discussion. The goal is to have the batches include a hot topic question and more general sentiment questions.

Batch 1 (General / Intro Topics)

Hot topic question –

- (1) Should the City permit mobile food vendors within the city of Hudson? (The definition of a mobile food vendor applies to a vehicle or conveyance on wheels, either motorized or non-motorized to conduct a food business. This includes push carts, ice cream trucks and food truck vendors.)

General –

- (2) How would you rate the sense of community in Hudson?
- (3) In general, how satisfied are you with the job that the City of Hudson does in keeping its citizens informed?
- (4) How do you stay informed about city government?
- (5) Is the City of Hudson moving in the right direction?
- (6) What is your favorite thing about the community?
- (7) What areas would you would like to see the community improve in? (transportation, communications, taxes, parks, safety, other)

Batch 2 (Community Vision / Economy)

Hot topic question –

- (1) Do you support continued densification of Downtown Hudson with additional mixed use (residential over commercial/office) developments?

General –

- (2) How would you rate Hudson as a place to live?
- (3) How would you rate Hudson as a place to work?
- (4) How would you rate Hudson as a place to retire?
- (5) What area of Hudson needs the most attention? (Downtown, on the Hill, Area south of I-94, Carmichael Avenue Area)
- (8) Do you believe Hudson's economy is getting better, staying the same, or getting worse?
- (9) How would you rate the diversity of job opportunities in Hudson?

(10) How would you rate downtown Hudson overall?

Batch 3 (General Life in Hudson)

Hot topic question –

- (1) How much do you oppose or support the funding of capital improvement projects for the city of Hudson through an increased property tax? [Strongly support – Support – Oppose – Strongly oppose – No option]

General –

- (2) How would you rate Hudson as a place to raise children?
(3) How would you rate the ease of getting around Hudson?
(4) How easy or difficult is it for you to access to groceries and food in Hudson?
(5) How easy or difficult has it been finding childcare services?
(6) How safe do you feel in the community?

Batch 4 (Housing)

Batch 5 (Transportation)

Hot topic question –

- (1) How high of a priority should it be to construction an additional road & bridge over I-94 (\$x million)?

General –

- (2) How would you rate the condition of streets in the City of Hudson as a whole?
(3) How would you rate the condition of streets in your neighborhood?
(4) How would you rate the maintenance of street medians and landscaping?
(5) How would you rate street lighting, signage, and street markings in the City of Hudson?
(6) Would you support reviving discussions regarding extension of Express Bus or Bus Rapid Transit (BRT) service to Minnesota?
(7) How satisfied are you with snow removal in the City of Hudson?

Batch 6 (Parks)

Hot topic question –

- (1) How high of a priority should the construction of a municipal dock be (\$x million)?

General –

- (2) How would you rate Hudson as a place to visit?
(3) How would you rate Hudson as a place to play?
(4) How would you rate the appearance and maintenance of Hudson's public parks and open spaces?
(5) How should the City of Hudson prioritize funding for parks?
(6) How should the City of Hudson prioritize funding for bike and walking trails?
(7) How should the City of Hudson prioritize funding for playing fields and playgrounds?

Community Survey

09.06.19 Preliminary Draft

for Comprehensive Plan Update

The City of Hudson has started the process of updating its Comprehensive Plan. The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of City resources.

The City of Hudson is requesting public input as we begin the process of updating the City's Comprehensive Plan. The Plan will be based on input gathered from the community. Each individual may take the survey once. We encourage each person in a household to complete the survey, adults and children. Please share your opinion with us!

1. Please rate the quality of the following in Hudson:

	Excellent	Very Good	Good	Fair	Poor	Unsure
Friendly Community						
Community Atmosphere						
Schools						
City Government						
Safe Community / Feeling of Security						
Activities for Youth						
Child Care Facilities						
Community Events						
Internet Service						
Medical Facilities						
Housing Options						
Opportunities for Quality Jobs						
Parks & Open Space						
Water Resources Quality						
Air Quality						
Overall Quality of Life in Hudson						
Other (Please Specify)						

2. How important is it for the City of Hudson to promote the following in the next 30 years?

	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important	Unsure
Maintaining Community Atmosphere						
Maintaining a Good School System						
Maintaining a Safe Community / Security						
Promoting Public Health & an Active Community						
Promoting Youth Activities						
Supporting Existing Businesses						
Encouraging New Employment Opportunities						
Expanding Shopping Options						
Improving Senior Citizen Services						
Enforcing Municipal Codes & Development Standards						
Maintaining and Improving Local Roads						
Encouraging Sustainable Development						
Protecting Natural Areas						
Protecting Water Resources						
Other (Please Specify)						

3. What type of development should Hudson encourage in the next 30 years?

	Need More Of	Keep at Existing Level	Need Fewer Of	Unsure
Offices / Business Parks				
Retail / Shopping				
Neighborhood Services / Businesses				
Restaurants				
Hotels / Motels				
Entertainment / Attractions				
Tourism Industry				
Industry / Manufacturing				
Other (Please Specify)				

4. Please indicate to what extent you agree or disagree with each of the following statements about housing in Hudson:

	Agree	Neutral	Disagree
There is an adequate supply of well-built and well maintained quality housing			
More single family homes are needed			
More two family homes are needed			
More multi-family homes are needed			
More condominiums are needed			
More senior living options (independent and/or assisted living) are needed			
More affordable housing is needed			
More rental housing is needed			

5. Please indicate to what extent you agree with each of the following statements:

	Agree	Neutral	Disagree
There is an effective level of cooperation between Hudson and its neighboring communities			
There is an adequate supply of living wage jobs			
Streets in Hudson are generally well maintained			
There is a good support system in place for entrepreneurs and new businesses			
More bike facilities (bike parking, bike lanes, etc.) are needed within the City			
Hudson is a welcoming and attractive place for visitors			
City services are effectively provided			

6. Please indicate if you agree or disagree with the following statements about Hudson's parks and trails:

	Agree	Neutral	Disagree
Parks within the City meet my and or my family's routine recreational needs			
Our parks are well maintained			
The existing trail system is adequate			
The off-street trail system should be improved / extended			
The existing sidewalk system is adequate			
Other (Please Specify) _____			

7. Please indicate whether you agree or disagree with the following statements:

	Agree	Neutral	Disagree
My neighborhood reflects pride of ownership and investment			
My neighborhood is attractive			
Transportation to/from and around my neighborhood is adequate			
I know many of my neighbors			

8. If you could change one thing in the City of Hudson, what would it be?

9. What is the one thing about Hudson that should not change?

Information About You: We ask for this information so that we can better understand responses. You will remain anonymous and your responses will not be reported individually.

10. In what municipality do you reside?

	Check One
City of Hudson	
North Hudson	
Burkhardt <i>Town of Hudson</i>	
Houlton <i>T. of Troy, T. of St. Joseph</i>	
Roberts	
Other (Please Specify) _____	

12. How long have you lived in Hudson?

	Check One
Less than 1 year	
1-5 years	
6-10 years	
11-20 years	
21-40 years	
41+ years	
I don't live in Hudson	

14. Your home: Do you?

	Check One
Own	
Rent	

16. Employment Situation: Which best applies to you?

	Check One
Full-Time	
Part-Time	
Unemployed	
Retired	
Homemaker	
Student	

18. What is your gender?

	Check One
Male	
Female	
Other (Write In) _____	

Name:

Address:

Email Address:

Please provide us with your name and address. Your survey responses will remain anonymous and your information will not be distributed for external purposes.

Thank you for taking the time to complete our survey. Your response is very important to us.

11. Please check all that apply:

	Check All That Apply
Live in Hudson	
Work in Hudson	
Own a business in Hudson	
Have child(ren) in Hudson School District	
Volunteer for the City	
Other (Please Specify) _____	

13. Housing: Which type best applies to you?

	Check One
Detached Single Family Home	
Duplex / Two Family Home	
Apartment Complex	
Condominium	
Mobile Home	
Senior Housing	
Other (Please Specify) _____	

15. Level of Education: Which best applies to you?

	Check One
Less than High School	
High School Graduate	
Some College, No Degree	
Associate's Degree	
Bachelor's Degree	
Graduate / Professional Degree	

17. What age range are you in?

Check One		Check One	
Under 18		45-54	
18-24		55-64	
25-34		65-74	
35-44		75+	

How would you like to participate in this process?

Please check all that apply:	
Public meetings held in the evening	
Public meetings held in the afternoon	
Public meetings held over the lunch hour	
Public meetings held in the morning	
Online questionnaires	
Email notifications	
Newspaper articles	
Visiting the project website	

Would you like to receive additional information from the City of Hudson by email?

Yes	
No	